

THERE IS ONE AUTO FOR EVERY 25 PERSONS IN THE UNITED STATES

Motoring For the Masses Is Now Here—Remarkable Increase in Number of Cars Owned in This Country Will Soon Bring the Total to 3,946,664, Valued at \$2,000,000,000—One Car to Every 25 Persons.

THIS is a nation of automobile owners, says the New York Times. Nothing like the distribution of motor vehicles in this country is to be found in any other part of the inhabited globe. Never before in history has a product, the unit value of which even remotely approached that of the automobile, been sold to nearly so large a proportion of the population. If any argument were needed to clinch the fact of the huge prosperity of these United States it could be found in this one item of national investment; the light-seeking economist would need to search no further. By the first of January, 1917, there will be one automobile in this country for each 25 inhabitants. On January 1 of this year there was already one automobile to each 44 of the population.

It is staggering when one stops to realize the cost of even the most modest motor car. If one puts the average cost of an automobile at \$500, which is considerably lower than the true average, the value of the 3,946,664 cars which the government census recently announced were registered in the United States in 1916, reaches in the aggregate \$1,973,333,200. This is the sort of a figure that one uses in speaking of national debts or annual appropriations of a first-class power, or the cost of many months of the great war. It is quite outside of ordinary comprehension.

Gets New Impetus
But automobile production did not stop in this country when the weary old year laid down his aching and hourglass last December. On the contrary, it received a new impetus, and more cars, by an enormous percentage, are being produced and sold this year than ever before. The most sanguine prophets predicted that 1916 would see 1,500,000 cars produced in America. For once these prophets are cloaked with honor in their own country, for that production seems certain to be reached. In a careful compilation of the figures for the first six months of the year, made by The Automobile, our country was found to have produced 754,503 passenger automobiles. It is not hard to see that with the speeding up of the production usual in the last half year the 1,500,000 mark is sure to be attained.

When these 1,500,000 cars are added to those in operation on January 1 last, it will be seen that at least 3,946,664 automobiles will be owned in the United States, or one to every 25.34 inhabitants. This total will represent an investment of \$2,000,000,000 in round figures, based on the \$500 a car unit, which is certainly far too low.

Such an enormous distribution of a product, which less than a decade ago was considered a luxury, demands an explanation. It bristles with interesting economic questions on all sides. But the first instant query is: "What has made such a thing possible?" The technical and rather puzzling answer to this question is quantity production.

"What," you say, "you answer the query of what has made such quantity possible by saying 'quantity production'?" Precisely. Because quantity production, applied to the automobile industry with an intensity and a thoroughness never before equalled on approximately such a scale, has in turn made possible a constant and important reduction in the prices at which cars are sold. It has put the automobile into the hands of every man, and, as if with the waving of a magician's wand, has made of the man in the street a motorist. Let me say again that the age of witchcraft is dead.

Costs Ten Years Ago
Ten years ago you could not buy a reasonable automobile for less than \$2000; five years ago your choice below \$1000 was limited; and strictly limited. Today there are at least 14 standard models of cars from any one of which you can expect more consistent service than from the expensive machine of a dozen years ago, while they are priced at much less than that amount. Indeed, the great majority come substantially below that mark. This motor car has become literally less costly than a pair of decent horses at first price and, of course, much less expensive to maintain from all points of view.

Argue as you will, say that his rivals would have brought it about if he had not, or let your irrelevant professional enthusiasm scorn his pacifism all you wish—the man who is responsible for all this and deserves the credit for it is Henry Ford. He it was

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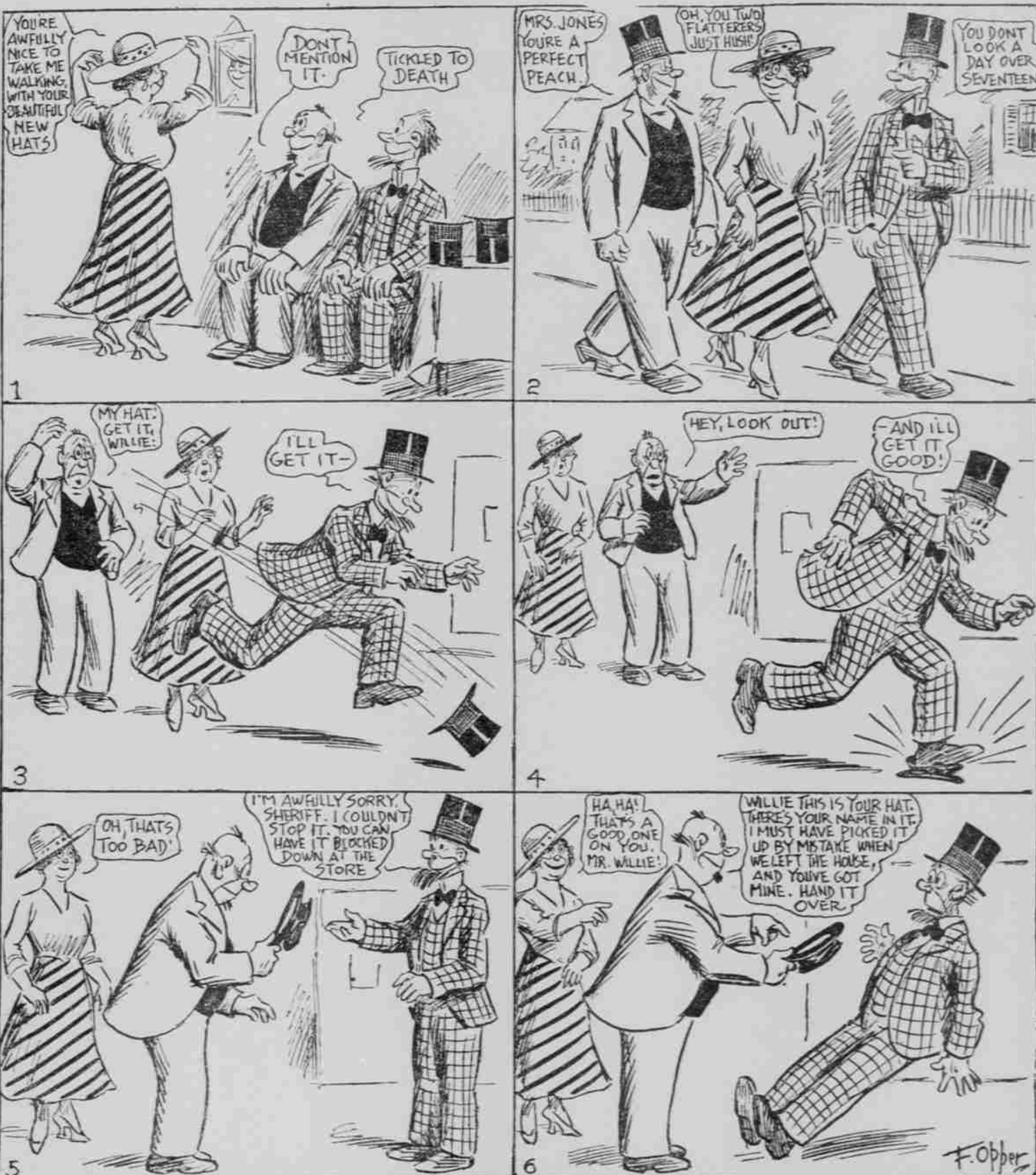
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COUSIN WILLIE

And To Make It Worse, the Widow Laughed.

BY F. OPPER

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TIRE MANUFACTURER VISITS THE BORDER

John L. Gibney, Just Back From European Front, Looks Into the Conditions Here.

John L. Gibney, president of the Gibney Tire and Rubber company, of Conshohocken, Pa., said to be the fourth largest producer of solid tires in the world, was a visitor in El Paso this week and closed a contract with the Borderland Supply company to handle his tires in the southwest. Mr. Gibney was much impressed with El Paso as a distributing center and looks for a big business in this territory. He proceeded on to California to look over his branches there and will stop off in El Paso again on his way east.

Mr. Gibney recently returned from the European battlefield and has many interesting tales to tell of the scenes in the trenches. His company recently filled a big order for the allied armies and Mr. Gibney visited the front to see how the tires were standing up as they were built to specifications drawn by the army engineers. He found that the tires are making records.

Auto Tourists Stung; Bee Not Garage Man, Does It

Bowling Green, Ky., Aug. 19.—An angered hornet caused an accident in which one man was injured seriously and an automobile was demolished. Meyer Wile, of Shreveport, La.; Herbert Loeb and H. W. Blanchard were on their way to New York in an automobile, and about four miles west of Bowling Green, when a hornet stung Mr. Loeb, who was driving, in the eye. Mr. Loeb lost control of the car, and it crashed into a telephone pole.

Mr. Wile was injured painfully in the smash, and physicians were forced to take about 40 stitches to close his wounds.

EL PASO STARTS THE NON-STOP RUN

Frank Langan, of the Sheldon staff, is an ardent motorist, and is now in California from the "bridge deck" of a Maxwell. While in Tia Juana early this week he had the privilege of acting as starter in the Maxwell non-stop test from Mexico to Canada. Mr. Langan was the official starter, but Mrs. Langan, who is also a motorist of the 23rd degree, usurped his position at the wheel and set the motor in action. Barney Oldfield, the racing driver, and Jack Griffith, Maxwell publicity man on the coast, both of whom are well known in El Paso, rode the first few miles of the test with the El Pasoans. The car was turned over to Omer E. Lilly of San Diego, the first regular driver on the non-stop run. Mr. and Mrs. Langan are spending their holidays at the California beaches.

ELOQUENT SIGN POSTS.

The state of New Hampshire does not wish the traveler over its roads to lose his way, and so it has marked posts and poles in the main roads in such manner that they serve as official guides.

58,977 CHAUFFEURS IN N. Y. CITY.

A total of 58,975 chauffeurs are registered in New York state up to the present time. Of the number, 38,977 are doing business in New York City.

Fresh vegetables. Success Cafe, 296 Mills—Ad.

TIRE COMPANY SETS NEW SALES RECORDS

The United States Tire company has smashed all previous sales records into splinters, according to a statement just given out by J. C. Weston, general sales manager.

"Our business," says Mr. Weston, "this July has been far greater than even our greatest optimism expected. Our sales have reached a point that is absolutely unprecedented in our history and I am speaking now only about sales to dealers in the United States. Naturally, if we took into consideration our sales to manufacturers alone, we would show a large increase, because of the immense number of automobiles manufactured this year. I am talking about sales to dealers who have to meet the demands of the public."

100 Rooms of Solid Comfort

Hotel Savoy, Overland and Stanton; everything new, strictly modern; can't be beat for price; \$2.50 week up—Adv.

MOUNTAINS HAVE NO TERROR FOR MOTORISTS

Based on the new transcontinental record of the Marmon, which is a record for all cars, at the same time, there is no further terror in the Rocky Mountains viewed from a military standpoint.

The Marmon record tour, five days, 18 hours and 30 minutes from New York to San Francisco, was operated on exact schedule. The Rockies offered no handicap. The trip which was made under the auspices of the American Defense society, pleased the officers of the society in that it indicated a certainty in military movement.

UNCLE SAM PAYS 23 CENTS.

Washington, D. C., Aug. 19.—A contract has been awarded the Columbia Oil company, Roslyn, Va., to furnish the annual supply of gasoline for delivery at the various army posts in the vicinity of Washington, for the fiscal year ending June 30, 1917, at a price of 23.5 cents per gallon.

SAXON "SIX" IS IN ARMY SERVICE

Quartermaster Gives Car Hard Test on Pershing Trail and Then Places Two Orders.

Passing the hard test of actual service in the United States army quartermaster's department was the feat which made the local Saxon dealers happy this week. There are mighty few "sixes" being used as pilot cars with the truck trains south of Columbus and, for some reason, the quartermaster's department seems to have had doubts as to the ability of the "six" motors to stand the hard trial.

R. W. Deason, the local Saxon sales manager, decided that the Saxon could stand the test. Salesman Nicholson had been over the Pershing trail several times and was quite confident that the Saxon would come through with colors flying.

Under charge of Mr. Nicholson, a Saxon "six" roadster was sent to Co-

ECONOMY IN THE USE OF GASOLINE

Way of Determining Quality Best Adapted to Engine—Avoiding Waste.

Between August, 1915, and January, 1916, about five months, the price of gasoline rose about 72 per cent, says the Indianapolis News. The independents are blaming the increase on the Standard Oil company, the Standard Oil company blames it on the inexorable law of supply and demand, and while the government is investigating and there is talk of putting an embargo on the 26 per cent of its production which the United States exports, the poor motorist blames everybody, and grimly pays the price because he has to. But motorists are beginning to ask why one car will go so much farther on a gallon of gasoline than another. This, of course, is a matter of design on the part of the manufacturer. Some makers pay no attention to fuel economy because they make cars for people who care little about the price of gasoline as long as the car looks well, rides easily and is a status symbol. But it is safe to say that more than half of the persons who buy the million cars sold in the United States this year are anxious to reduce the cost of gasoline consumption to the minimum, and the manufacturers of the less costly cars have become a little more anxious to economize on gasoline that they contemplate the organization of a large company to experiment with new methods of designing cars for economy of manufacture by a different process.

It is possible for the average motorist, by observing care in the choice of his gasoline and in the condition of his power plant to reduce his gasoline consumption. Many persons think that gasoline is something like distilled water; that there is but one quality. But there are many kinds of gasoline. This can be determined by a simple experiment described in today's magazine. When the gasoline supply becomes low, run the engine until it stops for want of fuel. Then pour a measured gallon of gasoline into the tank, read the speedometer and run until the gallon is exhausted. The speedometer will then register the exact mileage obtained from a gallon of gasoline. The experiment can be repeated with other brands over approximately the same roads and the brand best adapted to the engine determined upon.

In hilly country or even along smooth city streets the experienced driver can save a great deal of gasoline by coasting. The delivery man who rushes up in front of a house, applies the brakes suddenly, and loses the exact mileage while he makes his delivery not only annoys the neighborhood with unnecessary noise, but is also wasting his employer's gasoline. The car which gives forth a dark smoke with a strong smell is burning money, for then too much gasoline is being fed through the carburetor, and eventually is making life unpleasant for passersby. Another noisy and extravagant failing of many careless drivers is that of working the accelerator overtime. There is a point where it is merely wasting fuel to keep the accelerator on, because the motor gets more gas than it can possibly use. Economy can be effected by keeping the spark lever advanced so that the gas in the cylinders explodes at the instant of its most effective pressure. But perhaps the most flagrant waste of gasoline comes from dirty cylinders and ill-fitting pistons. If the piston rings are not tight and accurately fitted, there is a loss of part of the charge. Practically every engine accumulates some carbon even with the best grades of gasoline and cylinder oil, and unless this is cleaned out the engine becomes sluggish and uses more power in keeping itself going than is good for either the engine or the car. The point to bear in mind is that the power generated which is not applied to the actual propelling of the car is a complete loss. Of course, some of it is lost in friction and transmission, but there is little excuse for the loss due to careless operating.

lumbus last week and Mr. Nicholson offered to show the officers that the car would stand any test they could give it. The car was sent south as pilot for a truck train. When that particular truck train reached the Pershing headquarters, a wireless came back authorizing the purchase of the car. It had stood the test wonderfully well. On Friday, a second Saxon order was placed for a "six" touring car, delivered to the quartermaster depot.

The ordinary cost of a Want Ad in The El Paso Herald is 35 cents. It reaches an average of about 100,000 readers each issue.

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